

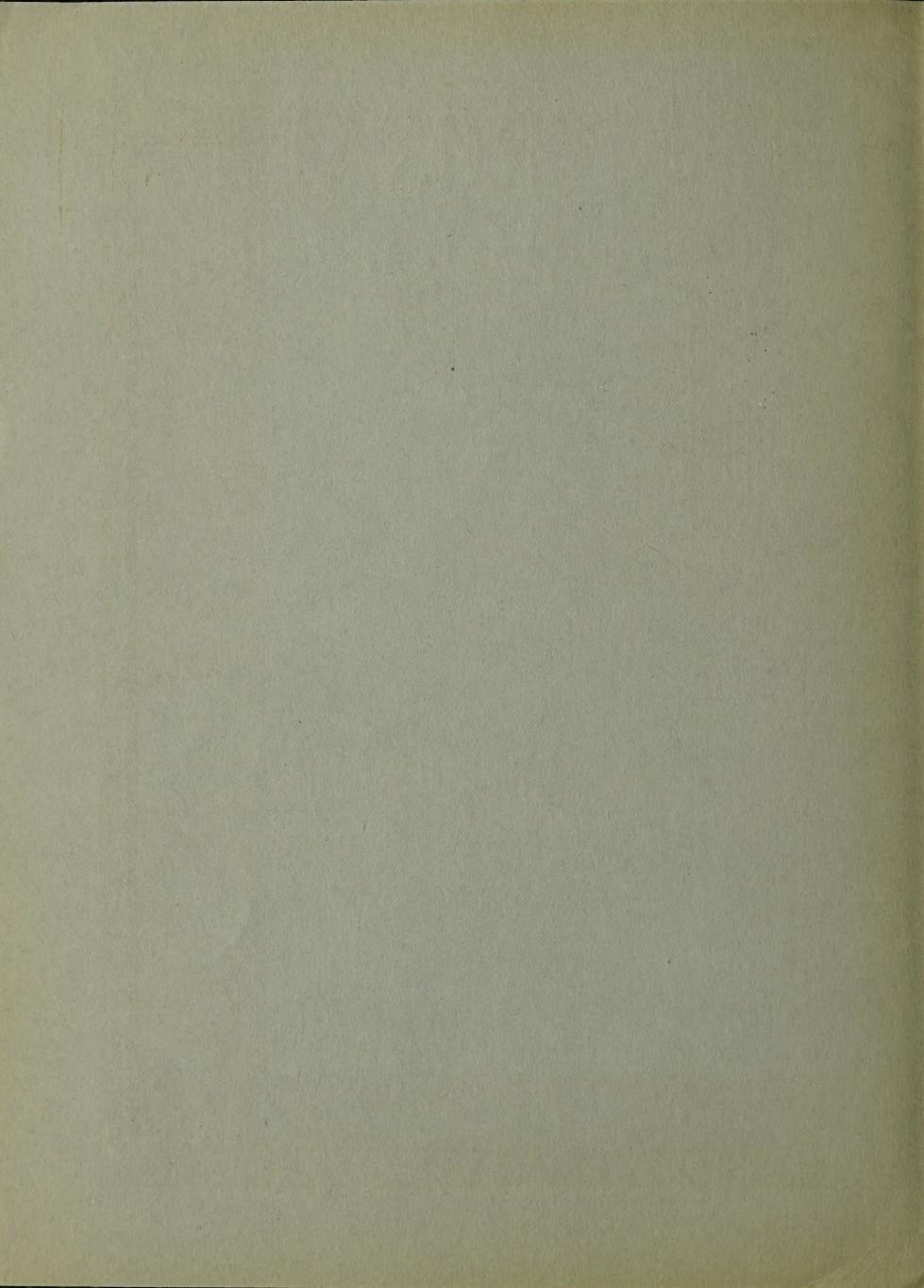
## A.W.REISER

DESIGNER-MANUFACTURER
Lighting Fixtures & Distinction
TOLEDO OHIO

DISTRIBUTED BY

Stewart

Electric Company 35,37 and 39 N. Seventh St. Philadelphia ~ Pa





Introducing Our

# Lighting Requisites



"Beautiful as a Rose"



DESIGNED AND MANUFACTURED BY

A.W. Reiser TOLEDO, OHIO: U.S.A.

OFFICE AND FACTORY: No. 127-129 HURON STREET

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### Our Finishes Will Harmonize With Any Interior Decoration or Color Scheme



In the average home, each room contains many colors even though the prevailing or dominant color be of a kind. The solution for harmony, then, is to find fixtures so colored as to harmonize with any color or shade. "Impossible" do you say? It is not impossible. Our fixtures have color which is so scientifically applied that no matter what the prevailing color scheme of the room, or where no thought has been given to color arrangement, of furniture, hangings, wall coverings and etc., that they will not only harmonize but seem to actually "take on" the particular keynote of the prevailing tone or outstanding color. They act as a key which ties together all of the colors, producing an exceedingly satisfactory result.

#### Silvernia Finish

These fixtures are not entirely of mat or dull effects, but are relieved by metal glint high lights giving us the Silvernia finish. Silvernia is a combination of Silver effect, plus the primary colors so scientifically applied, not decided, but shaded and carefully graded. From a few steps distant one receives the same impression as of seeing a diamond with its colors of the spectrum.

#### Antique Gold Finish

The same things said of Silvernia are also true of the Antique Gold, except the beautiful effect of Antique Gold is used as the background. with the primary colors blending very harmoniously. It will be quite noticeable that the colors which we use in producing the effect are repeated throughout the room.

#### Tokalon Finish

For those that may desire something different than the gold and silver effects, we offer our famous *Tokalon Finish*. Our Tokalon finish has been made Famous by use on an *exclusive* high quality line, and will be found in some of the best homes.

Tokalon is an all enameled finish and is a rare combination of the primary and secondary colors in tiny specks, which are softened by shadow tones, so that not one color obtrudes itself beyond the others. You can readily see Tokalon resolves itself to harmonize with the general scheme of tone.

Note on the following page the simple reasons why our three finishes "Must Harmonize" with any thing of color according to *Natural Law*.

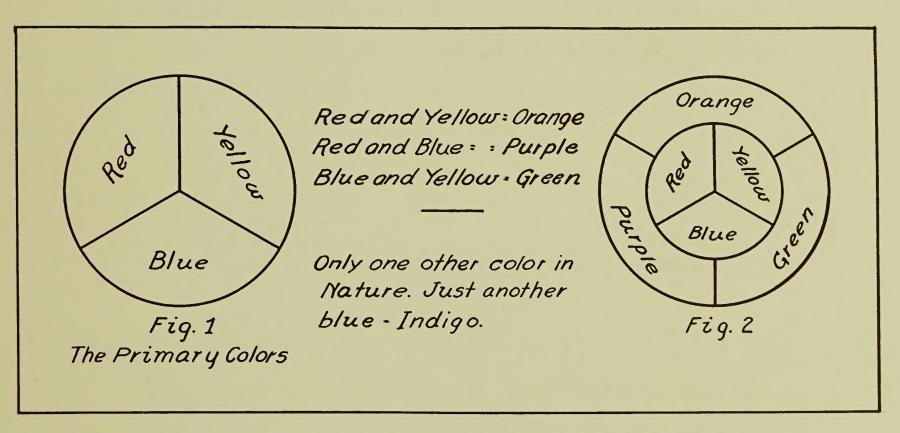
#### Harmony in Color the Keynote to Contentment



Our Rosalind Line of Lighting Requisites are bound to harmonize with any woodwork, any wall coverings or hangings, any furniture or rugs. The explanation is simple.

Everything in nature possesses color. There are but three primary colors. (Note figure (1) below) namely, red, blue, and yellow. Red and yellow produce orange, yellow and blue make green and blue and red make purple. Shades such as Lavender, pink, etc. are but variations of their particular "Mother" colors. Black and white are not considered as colors.

We have in red, yellow, blue, orange, green and purple six of the seven colors of the spectrum. The seventh Indigo is only another shade of blue (Note figure No.2).



It must necessarily follow that if these colors are used judiciously in combinations in fixtures, the fixtures will preforce find themselves in harmony, with any other article in the room no matter what the color of the articles. The reason is that the color of every article will not only find itself repeated in the fixtures, but will also find its harmonic opposite. This is a scientific fact. Nature has made it so.

The result is harmony, and harmony always means contentment.

The buying public feels what it likes, even though it cannot always express its wants in specific terms. It is up to the dealer to help. Where he appreciates his position and has the courage to break away from the purely price tradition and sincerely desires to serve his customer in selecting harmonic lighting equipment he is meeting his just reward to which he is entitled, and to which the satisfied customer most cheerfully contributes, the reward of bigger and better business, and a more gracious standing in his community.

His is the self satisfaction of having done and doing his share towards the common welfare of his customers in particular and his community in general.

A. W. Reiser.

#### Please Observe the Following

Fixtures are arranged in numerical order, the last figure of each number indicating the number of lights.

Fixtures will be shipped complete as shown except Electric Lamp Bulbs unless otherwise specified.

Prices of all fixtures illustrated in this catalog include sockets and wiring.

#### Finishes

All fixtures are finished in Tokalon, Silvernia or Antique Gold.

You may have your choice of any of the above finishes at the same price as listed in this catalog. Be sure to specify finish desired. A description of the finishes will be found on the preceding pages.

#### Measurements

Lengths given herein are to the lowest point of complete fixture.

The spreads of fixtures are the overall measurements.

#### Regulation Heights for Installing Fixtures

All Ball Lamp type fixtures except ceiling lights should be installed six feet three inches from the floor to the lowest point of complete fixture.

Candle type fixtures for dining rooms should be installed not higher than five feet six inches from floor to lowest point of complete fixture.

#### Boxing

All fixtures are packed in Cartons.

We make no extra charge for packing.

#### Breakage

All goods are carefully packed and when accepted by the transportation company in good condition we will not be responsible for loss or damage.

#### Transportation Charges

Prices are F. O. B. distribution points and in no instance will we allow transportation charges.

#### Terms

To dealers having satisfactory mercantile rating and to those with whom we have previously had satisfactory dealings Net thirty days or 2% cash discount will be allowed if invoice is paid within ten days from date of invoice. Dealers not so rated, cash must accompany order, or we will ship C. O. D. provided one third of the invoice price is sent with order.

We operate on a close margin and we kindly ask your cooperation in adhering strictly to the above rules.

#### Special Notes

Be sure to specify on order how goods are to be shipped, whether by freight, express or parcel post. In the absence of this information we will use our best judgment.

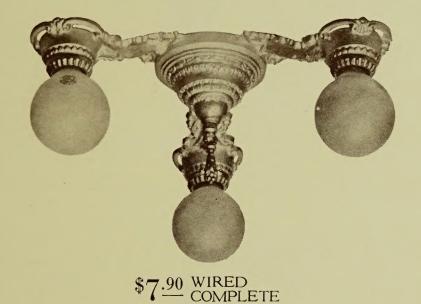
All orders are accepted subject to strikes, accidents or other delays beyond our control.

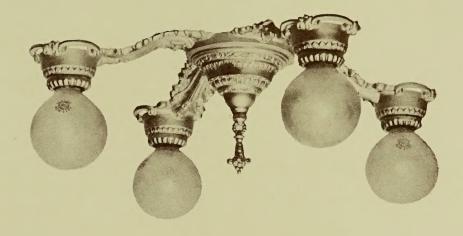
All prices quoted herein are subject to change without notice.

#### A. W. REISER TOLEDO, OHIO, U. S. A.

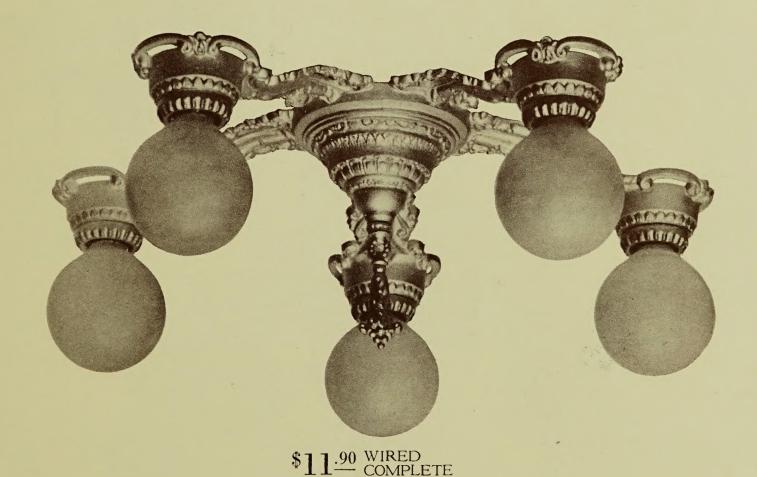








\$9.90 WIRED COMPLETE

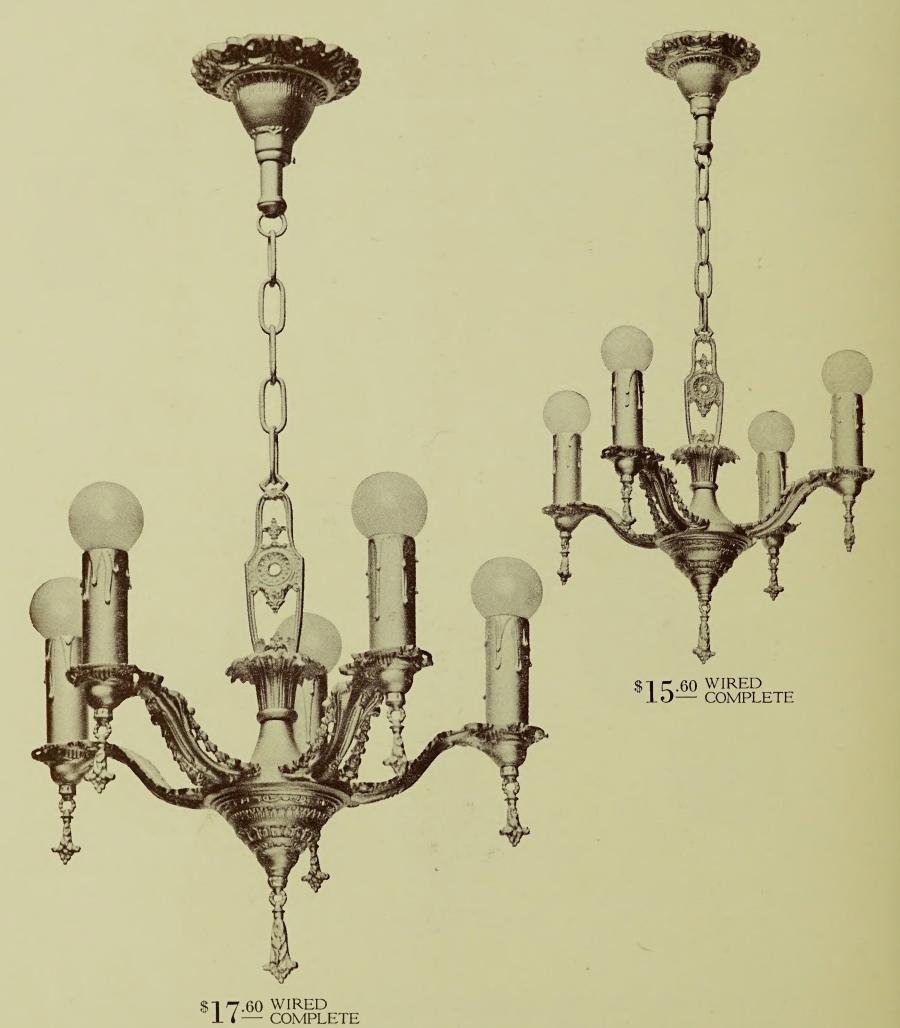


Three Lights No. 103—Length 6 in. overall—Spread 16 in. overall Four Lights No. 114—Length 6 in. overall—Spread 18 in. overall Five Lights No. 125—Length 6 in. overall—Spread 18 in. overall

31/8 in. diameter frosted Ball Lamps are not included in the above prices.



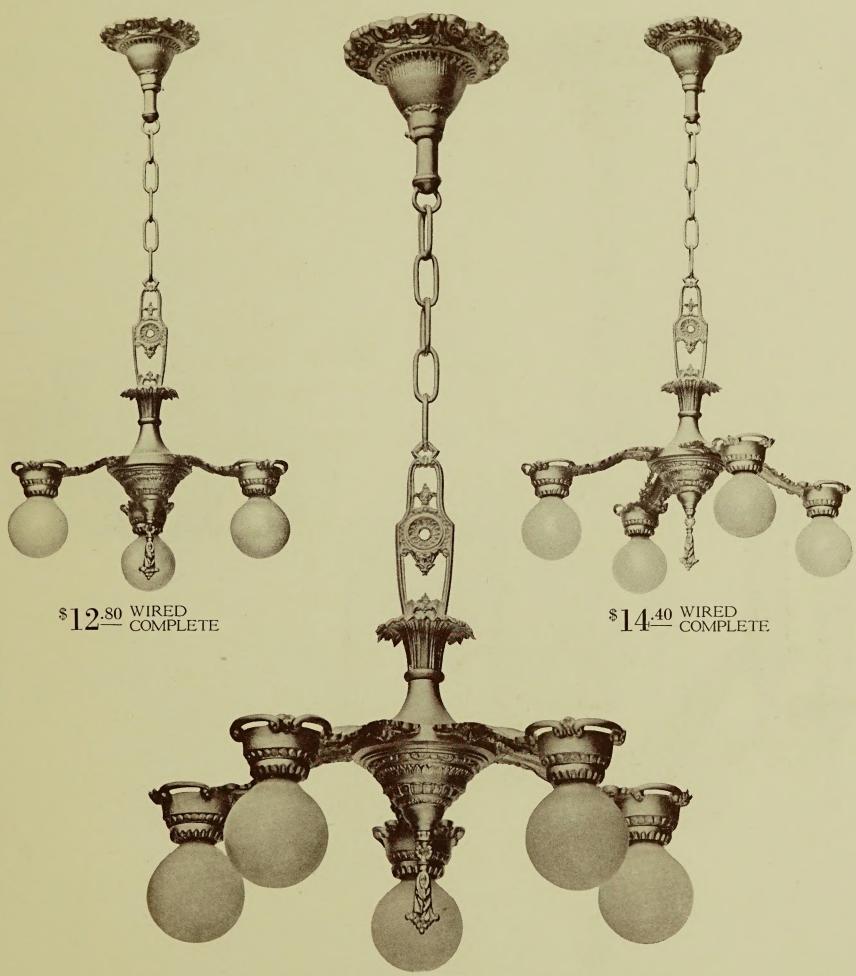




Four Lights No. 134—Length 42 in. overall—Spread 17½ in. overall Five Lights No. 145—Length 42 in. overall—Spread 17½ in. overall







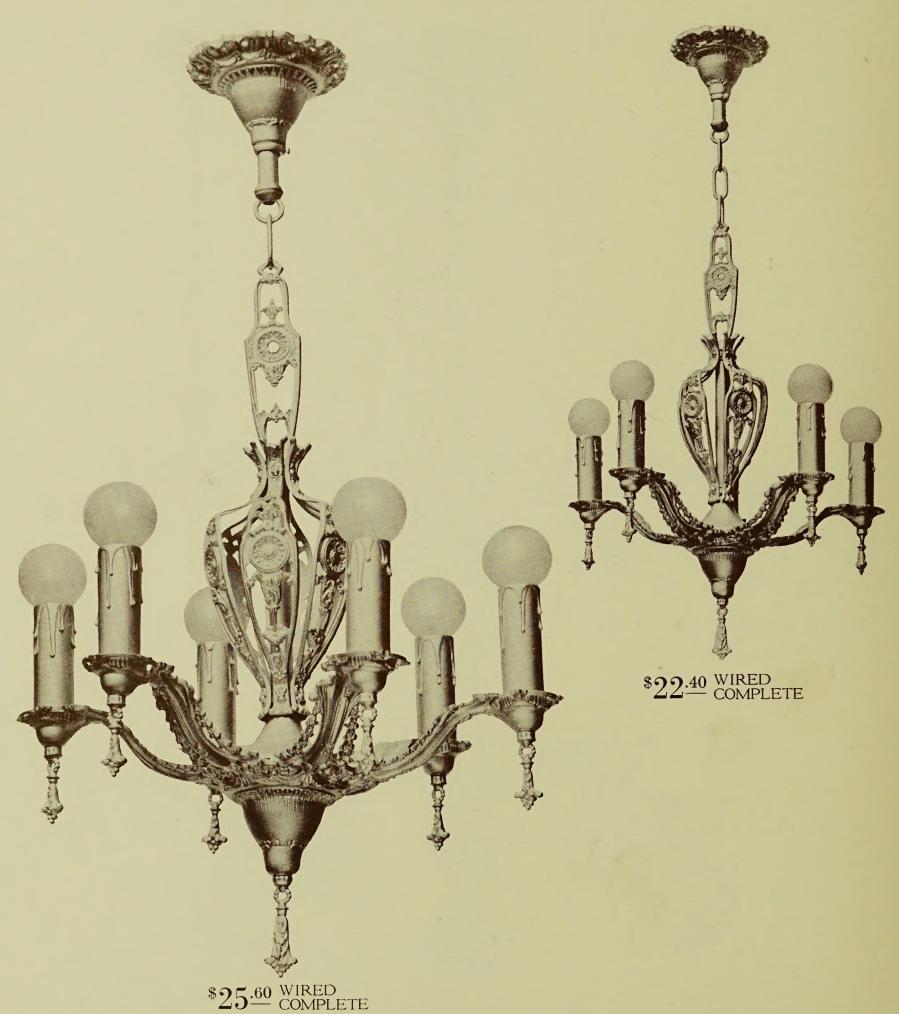
 $^{\$}16\overset{\text{.40 WIRED}}{---}\text{complete}$ 

Three Lights No. 153—Length 36 in. overall—Spread 16 in. overall Four Lights No. 164—Length 36 in. overall—Spread 18 in. overall Five Lights No. 175—Length 36 in. overall—Spread 18 in. overall

31/8 in. diameter frosted Ball Lamps are not included in the above prices.





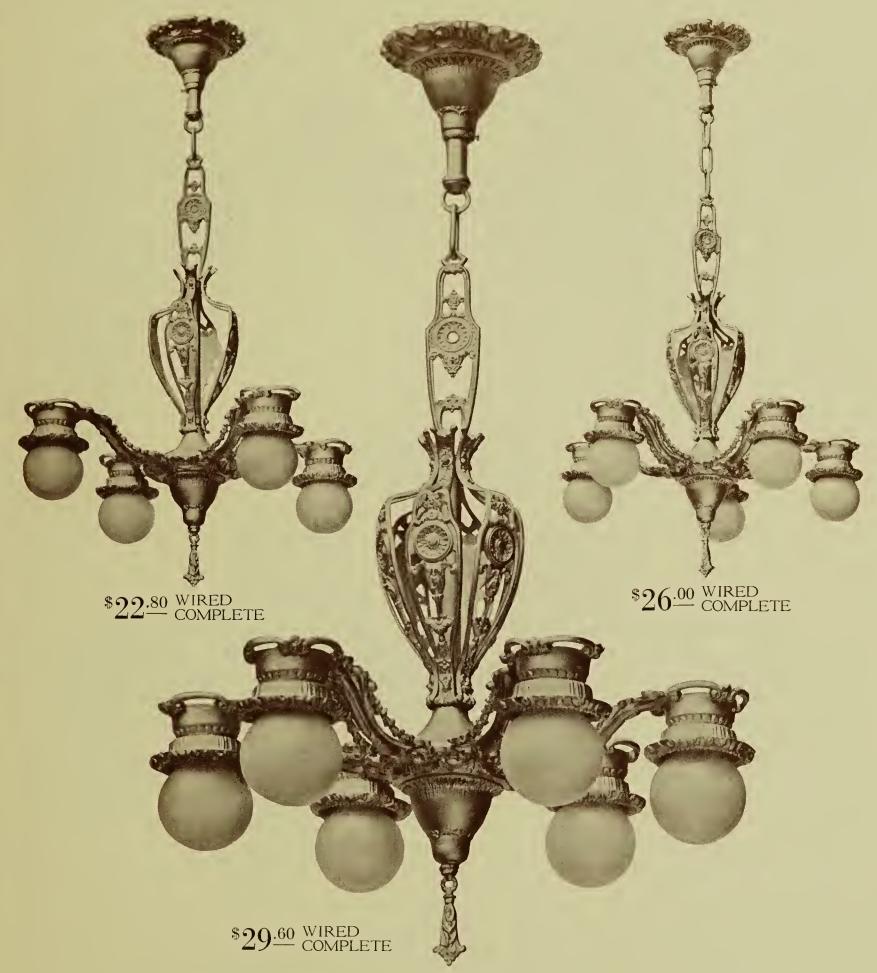


Five Lights No. 185—Length 42 in. overall—Spread 18 in. overall Six Lights No. 196—Length 42 in. overall—Spread 18 in. overall

 $2\frac{5}{16}$  in. diameter frosted Ball Lamps are not included in the above prices.





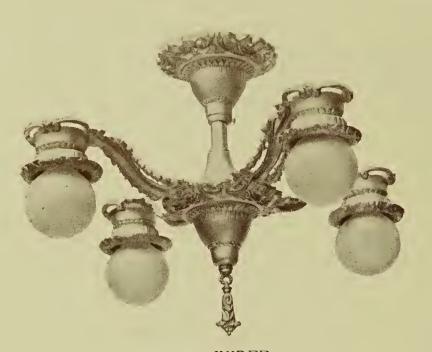


Four Lights No. 204—Length 36 in. overall—Spread 19½ in. overall Five Lights No. 215—Length 36 in. overall—Spread 19½ in. overall Six Lights No. 226—Length 36 in. overall—Spread 19½ in. overall

If ball lamp adaptors (which will fit any  $2\frac{1}{4}$  in. fitter glassware) are not wanted, specify same on order and deduct 80c for each light.  $3\frac{1}{6}$  in. diameter frosted Ball Lamps are not included in any of the above prices.







17.90 WIRED COMPLETE



 $\$20^{.80} \stackrel{\text{WIRED}}{\text{COMPLETE}}$ 



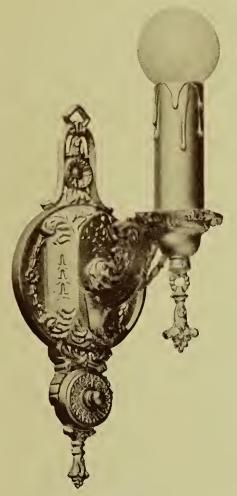
 $^{\$}23$ .60 WIRED COMPLETE

Four Lights No. 234—Length 15½ in. overall—Spread 19½ in. overall Five Lights No. 245—Length 15½ in. overall—Spread 19½ in. overall Six Lights No. 256—Length 15½ in. overall—Spread 19½ in. overall

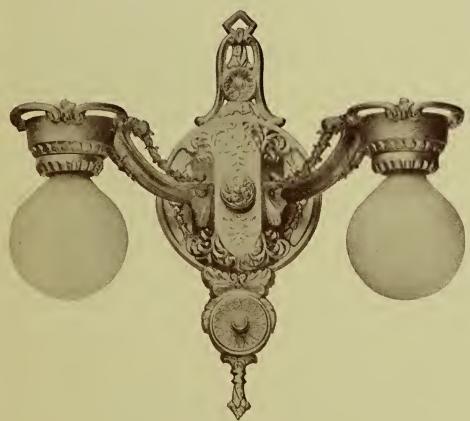
If ball lamp adaptors (which will fit any  $2\frac{1}{4}$  in. glassware) are not wanted, specify same on order and deduct 80e for each light.  $3\frac{1}{8}$  in. diameter frosted Ball Lamps are not included in the above prices.



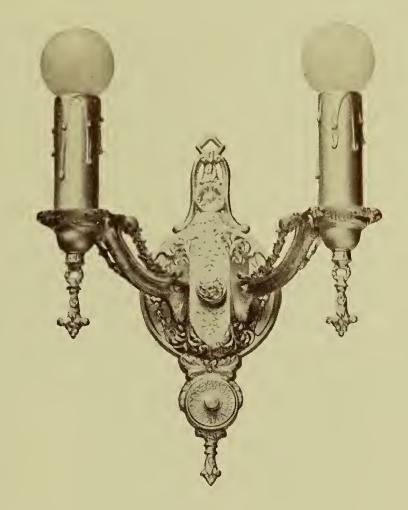




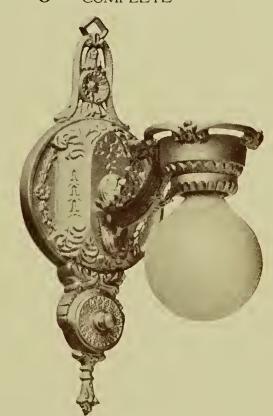
 $^{\$}6\stackrel{.80}{--}^{\text{WIRED}}_{\text{COMPLETE}}$ 



\$8.50 WIRED COMPLETE



 $\$8.\underline{^{.50}} \overset{\text{WIRED}}{\text{COMPLETE}}$ 



 $^{\$}6\overset{.80}{-}^{\text{WIRED}}_{\text{COMPLETE}}$ 

One Light Ball Lamp Bracket No. 261—Extends  $7\frac{1}{2}$  in. overall

Two Light Ball Lamp Bracket No. 272—Extends  $5\frac{1}{4}$  in. overall—Spread  $11\frac{3}{4}$  in. overall

One Light Candle Bracket No. 281—Extends  $6\frac{5}{8}$  in. overall

Two Light Candle Bracket No. 292—Extends  $4\frac{3}{4}$  in. overall—Spread  $10\frac{1}{4}$  in. overall

Canopy switch in  $4\frac{7}{16}$  in. x  $11\frac{3}{16}$  in. cast wall plate is included in the above prices. Frosted ball lamps are not included in any of the above prices.







 $^{\$}12^{.00}$  WIRED COMPLETE

NOTE—If ball lamp adaptors (which will fit any  $2\frac{1}{4}$  in. fitter glassware) are not wanted, specify same on order and *deduct* 80c for each light.



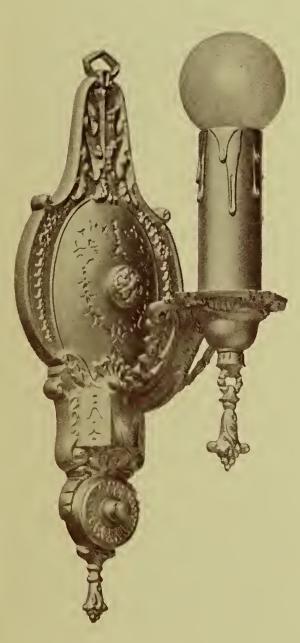
\$9.20 WIRED COMPLETE

One Light Ball Lamp Bracket No. 301—Extends 73/8 in. overall
Two Light Ball Lamp Bracket No. 312—Extends 6 in. overall—Spread 11 in. overall

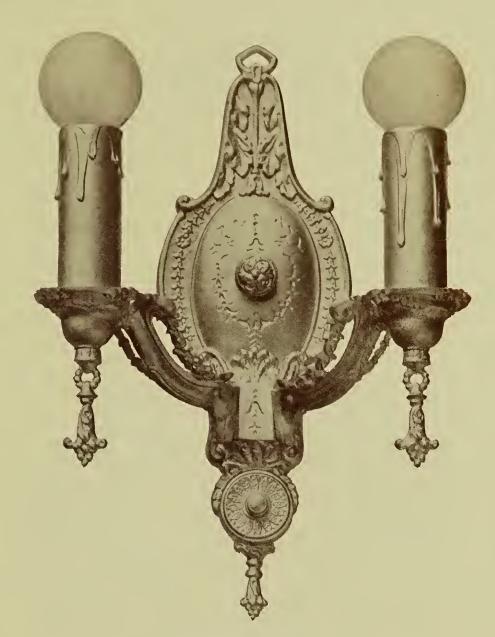
Canopy switch in  $4\frac{7}{16}$  in. x  $13\frac{1}{4}$  in. cast wall plate is included in the above prices.  $3\frac{1}{8}$  in. diameter frosted Ball Lamps are not included in the above prices.







\$8.40 WIRED COMPLETE



10.40 WIRED COMPLETE

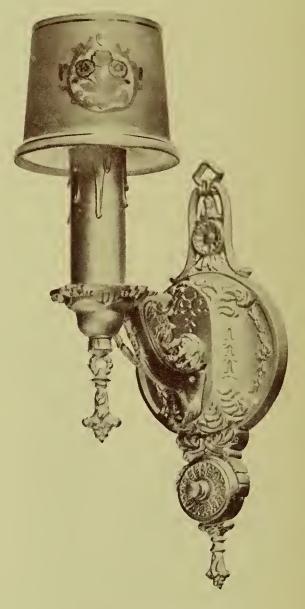
One Light Candle BracketNo. 321—Extends  $6\frac{3}{4}$  in. overall Two Light Candle Bracket No. 332—Extends  $5\frac{1}{4}$  in. overall—Spread  $9\frac{1}{16}$  in. overall

Canopy switch in  $4\frac{7}{16}$  in x  $13\frac{1}{4}$  in. cast wall plate is included in the above prices.  $2\frac{5}{16}$  in. diameter frosted Ball Lamps are not included in the above prices.









 $^{\$}6^{.80}$  WITHOUT GLASSWARE

 $10^{.00}$  WIRED COMPLETE

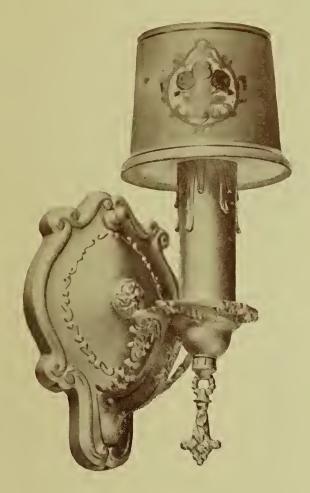
The background on the hand decorated glassware is in warm tones of Salmon, Tint with decorations in colors of Yellow, Blue, Green and Old Rose. The general effect is very pleasing.

One Light Candle Bracket No. 341—Extends 7½ in. overall—Cast Wall plate 4½x11¾6″ Six Light Chandelier No. 356—Length 54 in. overall—Spread 18½ in. overall

4 in. diameter x  $4\frac{3}{4}$  in. deep two-piece decorated glass eandle shades as shown are No. G258 and the price is \$3.20 each. 15 in. diameter x  $7\frac{1}{2}$  in. deep x 6 in. fitter decorated glass center globe as shown on No. 356 is No. G428 and the price is \$33.60 each







\$4.90 WITHOUT GLASSWARE

\$8.10 WIRED COMPLETE

Wall Switch included in above prices.

Description of glassware will be found on opposite, page.



One Light Candle Bracket No. 361—Extends 7½ in. overall—Wall Plate 4½ x 7 in. One Light Chandelier No. 371—Length 48 in. overall

4 in. diameter x 4¾ in. deep two-picco decorated glass candle shade as shown on bracket No. 361 is No. G258 and the price is \$3.20 each.

15 in. diameter x 7½ in. deep x 6 in. fitter decorated globe as shown on No. 371 is No. G428 and the price is \$33.60 each.



Five Light Candle Chandelier No. 385—Length 42 in. overall—Spread 191/4 in. overall Six Light Candle Chandelier No. 396—Length 42 in. overall—Spread 191/4 in. overall Four Light Shaded Glass Chandelier No. 404—Length 36" overall—Spread 20" overall Five Light Shaded Glass Chandelier No 415—Length 36" overall—Spread 20" overall Six Light Shaded Glass Chandelier No. 426—Length 36" overall—Spread 20" overall Frosted ball lamps are not included in any of the above prices. Two-piece candle shades are No. G258 and the price is \$3.20 each. Shaded ball lamp shades are No. G257 and the price is \$3.20 each.

roses in natural

colors.







 $^{\$}56\overset{.00}{--}\overset{\text{WIRED}}{\text{COMPLETE}}$ 

With 22 in. diameter Velvetsheen Shade.

One Light Candle Bracket

No. 431—Extends 5½ in. overall

Two Light Candle Bracket

No. 442—Extends 5¾ in. overall—Spread 11¼ in. overall

Five Light Candle Chandelier

No. 455—Length 54 in. overall—Spread 22 in. overall

4½ in. diameter x 4¾ in. deep Velvetsheen parchment candle shades as shown are No. G254 and the price is \$4.40 cach. NOTE:—All of the above fixtures finished in Tokalon, Silvernia, and Antique Gold—be sure to specify finish desired.







With Velvetsheen Shade.

With Switch in Base.

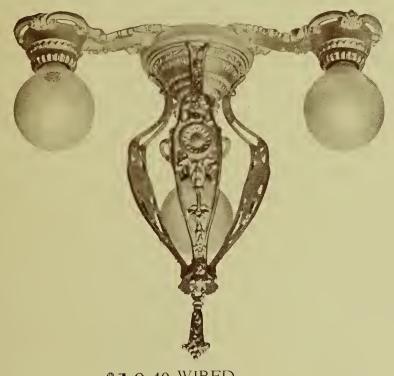
One Light Console Stick Without Shade No. 461—Height 135/8 in. overall No. 471—Height  $14\frac{1}{4}$  in overall One Light Console Stick With Shade Two Light Console Stick

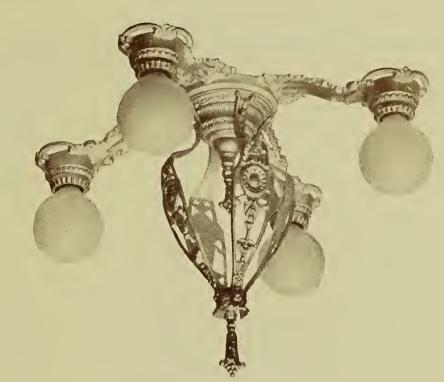
No. 482—Height 135/16 in. overall—Spread 81/4"
No. 492—Height 25 in. overall—Base 8 in. Two Light Portable Table Lamp

Frosted Ball Lamps are not included in any of the above prices. Cast brass base on numbers 461, 471 and 482 is 37% in. x  $51\frac{1}{16}$  in. overall. All of the above prices include six feet silk cord and two-piece attachment plug.



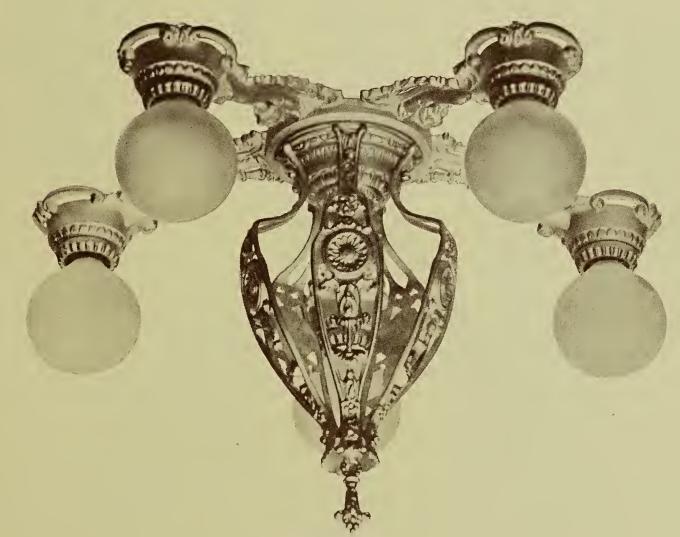






 $^{\$}10^{.40}$  Wired complete

 $^{\$}12^{.90}$  WIRED COMPLETE



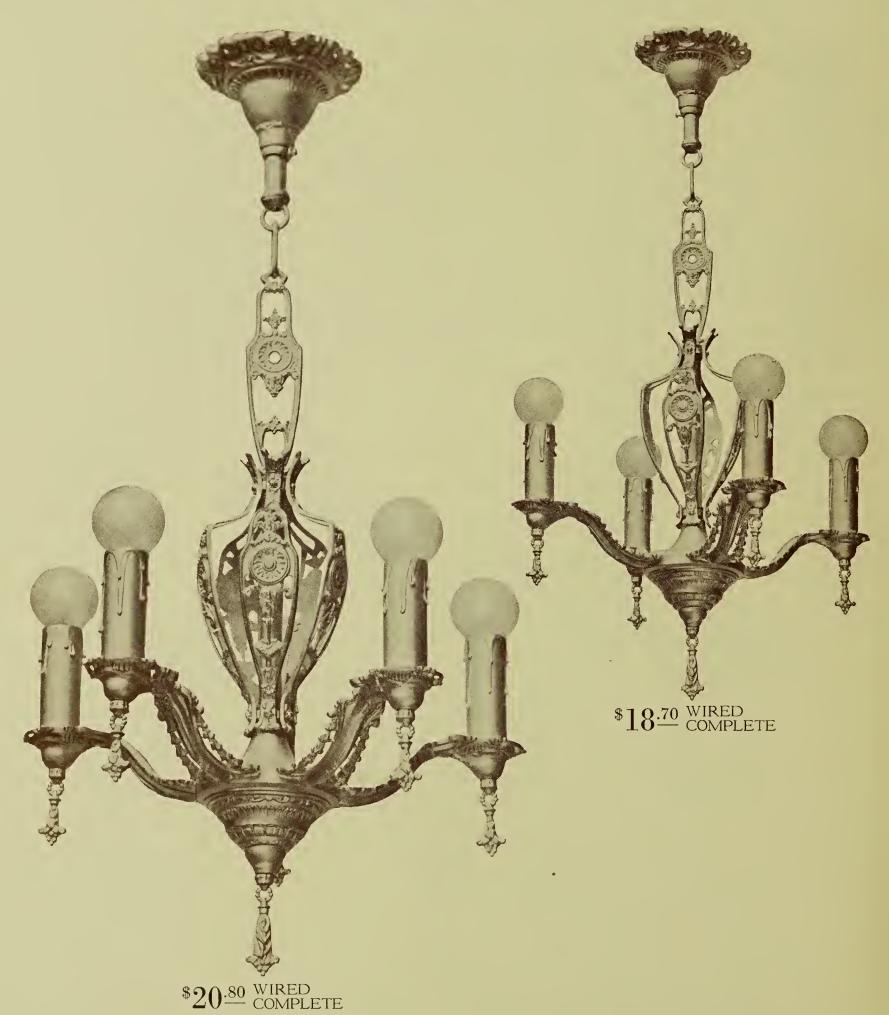
 $^{\$}15$ .20 WIRED COMPLETE

Three Lights No. 503—Length 12½ in. overall—Spread 16 in. overall Four Lights No. 514—Length 12½ in. overall—Spread 18 in. overall Five Lights No. 525—Length 12½ in. overall—Spread 18 in. overall

 $3\frac{1}{8}$  in. diameter frosted ball lamps are not included in the above prices.





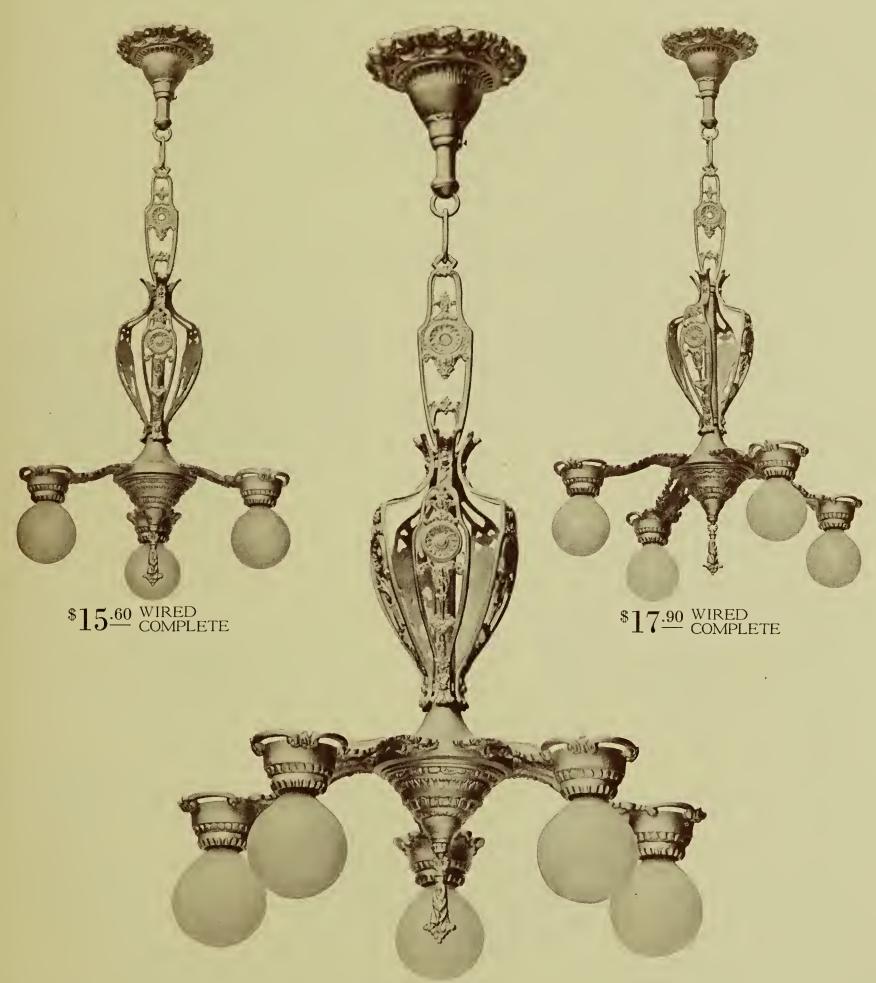


Four Lights No. 534—Length 42 in. overall—Spread  $17\frac{1}{4}$  in. overall Five Lights No. 545—Length 42 in. overall—Spread  $17\frac{1}{4}$  in. overall

 $2\frac{5}{16}$  in. diameter frosted ball lamps are not included in the above prices.







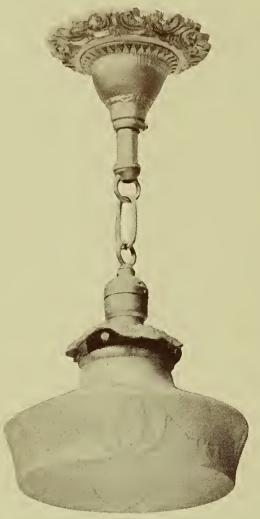
 $\$19\underline{.60} \ {\overset{\text{WIRED}}{\text{COMPLETE}}}$ 

Three Lights No. 553—Length 36 in. overall—Spread 16 in. overall Four Lights No. 564—Length 36 in. overall—Spread 18 in. overall Five Lights No. 575—Length 36 in. overall—Spread 18 in. overall

31/8 in. diameter frosted Ball Lamps are not included in the above prices.







No. 581

'Length-17½ in overall One Light

4.80 WITHOUT GLASSWARE

 $^{\$}6\overset{.72}{-}^{\text{WIRED}}_{\text{COMPLETE}}$ 

Glass as shown is No. G256, size  $2\frac{1}{4}$ in. x 5 in. x 8 in. deeorated in a delicate Ivory.



Length-131/4 in. overall

\$4.32 WITHOUT GLASSWARE

\$9.12 WIRED COMPLETE

Glass as shown is No. G426, size 4 in. x 10 in. x  $6\frac{5}{8}$  in. deep. Plain Monax with bands and floral design in Orehid and delicate light green leaves.



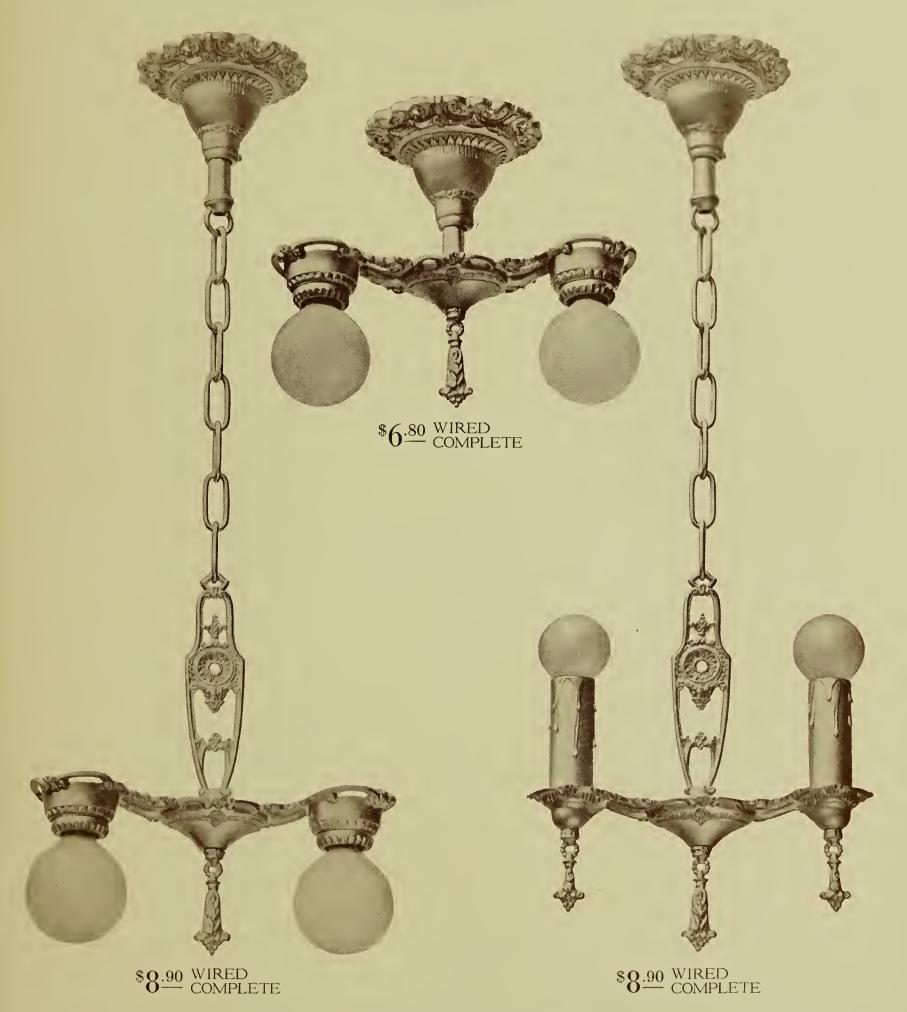
Length—36 in. overall. One light.

 $^\$6\overset{.40}{--}~^\text{WITHOUT}~^\$12\overset{.00}{--}~^\text{WIRED}~^\text{COMPLETE}$ 

Glass as shown is No. G427, size 4 in. x 10 in. x  $6\frac{5}{8}$  in. deep. plain Monax withtop and bottom in a delicate I vory and floral design in colors to match.







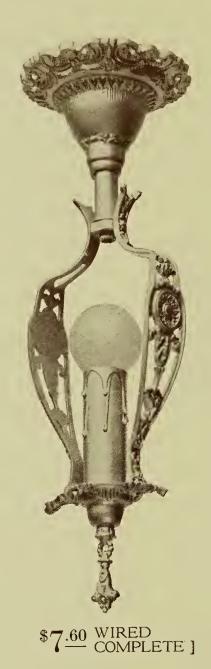
Two Light Ball Lamp Type Ceiling No. 612—Length 9¾ in.—Spread 11¾ in.

Two Light Candle Pendant Type No. 622—Length 36 in.—Spread 12 in.

Two Light B. L. Pendant Type No. 632—Length 36 in.—Spread 11¾ in.





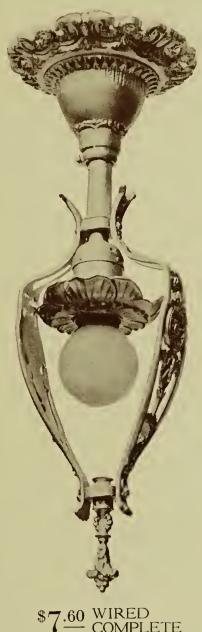


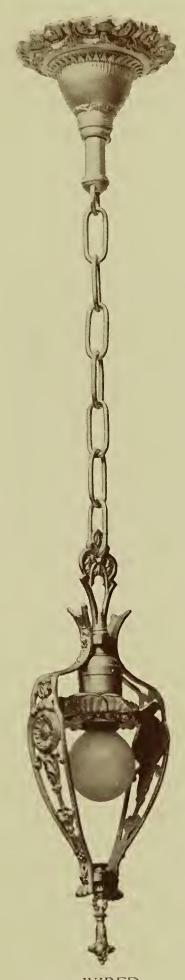


One Light Ceiling Type No. 641—Length 17½ in. overall One Light Pendant Type No. 651—Length 36 in. overall









\$8.80 WIRED COMPLETE

One Light Ball Lamp Pendant Type No. 661—Length 36 in. overall One Light Ball Lamp Ceiling Type No. 671—Length 171/4 in. overall

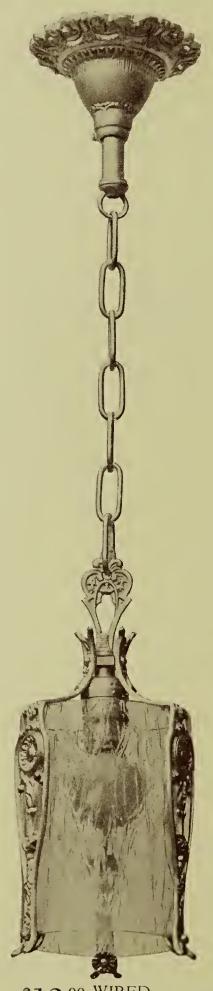
Frosted ball lamps are not included in any of the above prices.







 $10.80 \ \text{WIRED}$  COMPLETE With 5 in. x 7 in. Antique Cylinder.

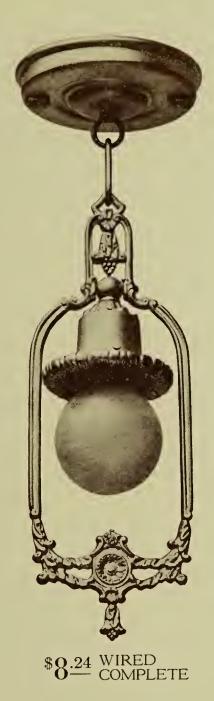


12.00 WIRED COMPLETE With 5 in. x 7 in. Antique Cylinder

One Light Ceiling Type No. 681—Length 14¾ in. overall One Light Pendant Type No. 691—Length 36 in. overall

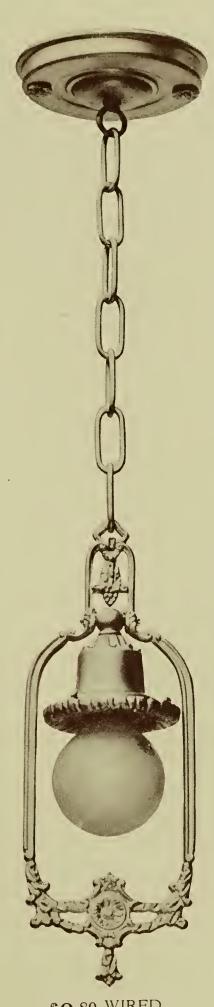






Cast Cuirass  $4\frac{3}{4}$  in. x  $13\frac{1}{8}$  in.

Canopy,  $5\frac{1}{2}$  in. diameter



8.80 WIRED COMPLETE

One Light Pendant Type No. 701—Length 36 in. overall One Light Ceiling Type No. 711—Length 16½ in. overall

 $3\frac{1}{8}$  in. diameter round frosted lamps are not included in the above prices.







Length 36 in. overall
Three Light

\$18.00 WIRED
COMPLETE



No. 731

Length 21¾ in. overall One Light

\$14.40 WIRED COMPLETE

With No. G624, 4 in. x
7 in. x 10 in. Crackled Leaded Antique Lantern.



No. 741

Length 36 in. overall
One Light

\$16.00 WIRED
COMPLETE
With No. G624, 4 in. x 7
in. x 10 in. Crackled
Leaded Antique
Lantern







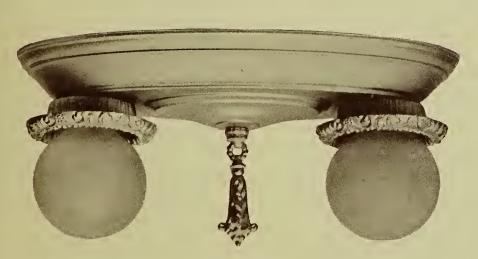
No. 751

Length  $4\frac{3}{4}$  in. overall. Canopy with cross strap  $4\frac{1}{2}$  in. diameter. One light

 $$2^{.32}$ WIRED COMPLETE$ 



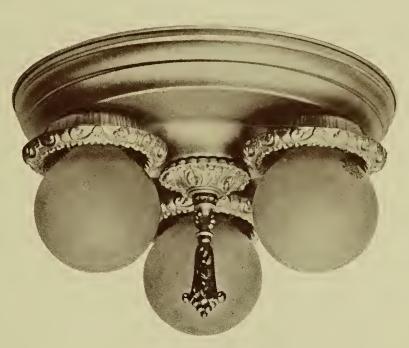
All Fixtures illustrated on this page are finished in plain Ivory, Ivory and Blue; also Ivory and Pink at the same price in addition to the three standard finishes.



No. 782

Length 55% in. overall. Oval Ceiling Plate 6 in. x 12 in. Two Lights.

5.90 WIRED COMPLETE



No. 762-773

Ceiling Plate 93/4 in. diameter Length 55/8 in. overall. Two Lights No. 762

5.90 WIRED COMPLETE

Three Lights No. 773 7.50 WIRED COMPLETE



No. 791

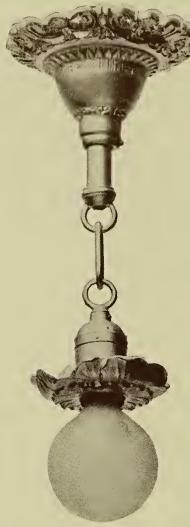
Length  $7\frac{1}{2}$  in. overall. Canopy with cross strap  $4\frac{1}{2}$  in. diameter One Light

\$4.24 WIRED COMPLETE

With No. G256,  $2\frac{1}{4}$  in. x 5 in. x 8 in. diameter Ivory Tint Shade.

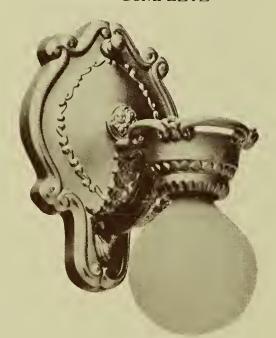






No. 801
Length, 16 in. overall.
One Light

\$4.80 WIRED
COMPLETE



No. 831

Extends 6¾ in. overall.

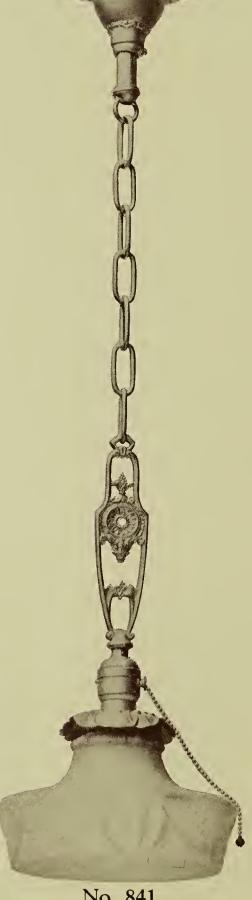
Wall plate 4¾ in. x 7 in. overall.

One Light

\$4.90 WIRED

COMPLETE

With Switch in Wall Plate.



No. 841

Length 36 in overall.

Chain Pull Socket

One Light.

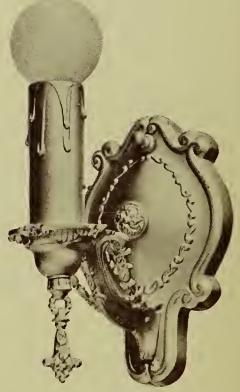
CHOUT \$0.32 WITH

6.40 WITHOUT 6.32 WITH GLASSWARE No. G256,21/4 in. x5 in. x8 in. Ivory Tint Shade.



No. 811
Length, 11 in. over all.
One Light

\$4.00 WIRED
COMPLETE



No. 821

Extends 6¼ in. overal.

Wall plate 4% in. x 7 in. overall.

One Light

\$4.90 WIRED

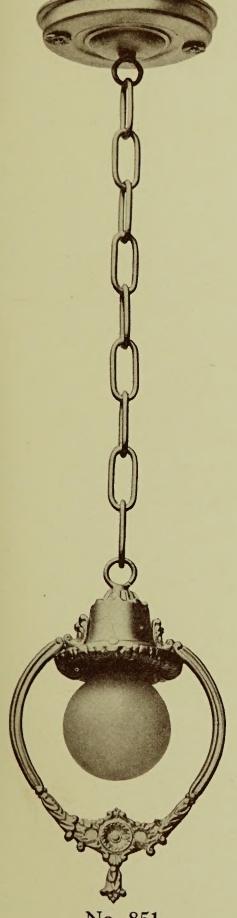
COMPLETE

With Switch in Wall Plate

NOTE:—All of the above fixtures finished in *Tokalon, Silvernia, and Antique Gold*—be sure to specify finish desired. Electric Lamps are not included in the above prices.







No. 851

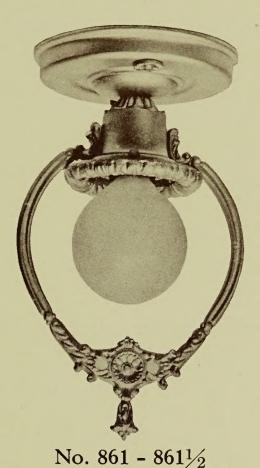
Length 36 in. overall.

Cast Cuirass 6½ in.

Canopy 5½ in. diameter.

One Light

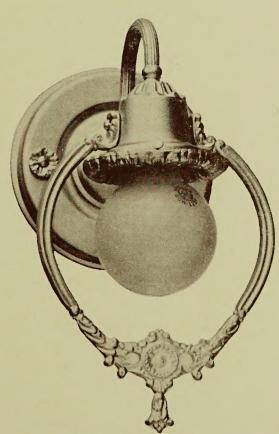
\$7.50 WIRED COMPLETE Made for Indoor use only.



Length 10½ in.—Spread 6½ in.
Canopy 5½ in. diameter.
One Light.
No. 861—For Indoor use.

\$6.40 WIRED
COMPLETE

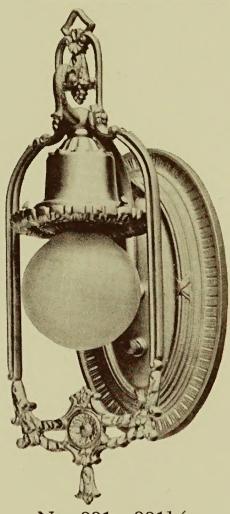
No.  $861\frac{1}{2}$ —For Outdoor use.  $$6\frac{.40}{.}$$  WIRED COMPLETE



No. 871 - 871½

#### NOTICE

All outdoor brackets also outdoor ceiling light are finished only in Verde Antique with the high lights on castings in burnished light bronze.



No. 881 - 881½

Extends 6 in. overall.

Cast Wall Plate 4¾ in. x 8⅓ in.

Cast Cuirass 4¾ in. x 13⅓ in.

One Light

No. 881—For Indoor use. \$9.92 WIRED COMPLETE

With Switch in Wall Plate
No. 881½-For Ootdoor Use

\$8.80 WIRED COMPLETE

Extends 6½ in. overall
Wall Plate 5½ in. diameter
Cast Cuirass 6½ in.
One Light
No. 871-For Indoor Use
\$8.52 WIRED
COMPLETE

With Switch in Wall Plate. No. 871½—For Outdoor use.

 $^{\$}7.40$  WIRED COMPLETE

#### NOTE

The designs in this book have been copyrighted and any infringement on same will be dealt with according to law.

## LAST BUT NOT LEAST A WORD TO THE CONSUMER

Every A. W. Reiser Lighting Requisite is sold with a guarantee. Be sure to keep the tags that are attached to each fixture for future reference. We pride ourselves on our finishes and it is our policy to use the best of materials in upholding this standard.

